



Los Angeles Turf Club, Incorporated  
Santa Anita Park  
285 West Huntington Drive  
Arcadia, California 91006-3439  
Telephone: (818) 574-7223  
TELEX: 675580

Marketing Department

October 19, 1988

Ms. Clair Carcish  
Manager, Special Media  
Philip Morris, USA  
120 Park Avenue  
New York, NY 10017

Dear Ms. Carcish:

The 1988-89 Santa Anita season will begin December 26, 1988. *- Apr 24 '89*  
It is once again time to renew your daily program ad.

Our advertising rate for the upcoming 90 day Santa Anita meeting will be \$26,500.00. *OK per JC 10/26/88*

Please sign and return the attached copy as soon as possible. If you have any questions, please feel free to call me at (818) 574-6398.

Sincerely,

Thomas J. Hynes  
Corporate Sales Manager

TJH/ko  
Enclosure

\* 3C - ~~1st~~ 1st rights after Coke for BC  
\* poor reproduction - will correct  
\* no invoice for 197-88 meet  
and more programs

\* renewal info: